

Ranveer Singh  
Bandra (West)  
Mumbai 400050

3 August 2022

Dear Mr Singh:

Greetings from People for the Ethical Treatment of Animals (PETA) India, the country's best-known animal rights group, with more than 2 million members and supporters. We saw your head-turning *Paper Magazine* photo shoot – and we hope you'll ditch the pants for us, too. To promote compassion for animals, **will you consider appearing in a nude PETA India advertisement with the tagline “All Animals Have the Same Parts – Try Vegan”?** I've attached a reference image featuring Pamela Anderson for your perusal.

According to the *Deccan Chronicle*, you went vegan for a film role. Eating vegan helps animals, since just like humans, they want to be free from suffering. But animals raised for food are separated from their mothers and shoved into filthy crates or cages or crowded warehouses by the hundreds or thousands. They're mutilated without painkillers and deprived of everything that's natural and important to them – until their lives are cut short at a slaughterhouse. Many animals are still alive and attempting to escape while workers slit their throats.

Eating vegan is good for our arteries, too. The Academy of Nutrition and Dietetics, the world's largest organisation of nutrition and dietetics practitioners, notes that “vegans are at reduced risk of certain health conditions, including ischemic heart disease, type 2 diabetes, hypertension, certain types of cancer, and obesity”.

And plant-based eating has a positive impact on the planet. Researchers at the University of Oxford found that cutting out meat and dairy products can reduce an individual's carbon footprint from food by up to 73%, making it the single most effective way to reduce one's impact on the planet.

You'd be among excellent company. Some meat-free celebrities who have assisted PETA India and other PETA entities in promoting plant-based eating include Anushka Sharma, Joaquin Phoenix, Kartik Aaryan, and Natalie Portman.

So won't you join us to highlight the benefits of vegan eating? We're excited to hear what you think of this idea. I can be reached on 8291292039 or at SachinB@petaindia.org. Thank you for your time and consideration.

I look forward to hearing from you soon!

Best regards,



Sachin Banger  
Vice President of Celebrity and Public Relations  
PETA India

PEOPLE FOR  
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OF ANIMALS

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